

IN THE CLAIMS

1. (Currently Amended) A method comprising:

creating a program schedule that includes a listing for a television program that has supplementary content provided as an enhancement transmitted in association with the television program;

associating a predefined unique symbol with a type of the supplementary content to indicate a one-screen interactivity mode to display first interactive content and the television program on a first screen, or to indicate a two-screen interactivity mode to display, on a second screen, second interactive content synchronized to the television program on the first screen, or to indicate a two-screen static web mode to display, on the second screen, static content related but not synchronized to the television program on the first screen; and

providing the predefined unique symbol in association with the listing in the program schedule.

2. (Canceled)

3. (Canceled)

4. (Original) The method of claim 1 wherein the predefined unique symbol is a text string.

5. (Canceled)

6. (Original) The method of claim 1 wherein the predefined unique symbol is a graphic symbol.

7. (Original) The method of claim 1 wherein the predefined unique symbol is an image.
8. (Original) The method of claim 1 further comprising distributing the program schedule.
9. (Original) The method of claim 8 further comprising:
- printing the program schedule in a publication; and
 - printing the predefined unique symbol in the publication.
10. (Original) The method of claim 8 further comprising:
- transmitting the program schedule; and
 - transmitting the predefined unique symbol.
11. (Original) The method of claim 10 further comprising transmitting data which when accessed by a machine causes the machine to display an animated version of the predefined unique symbol.
12. (Original) The method of claim 8 further comprising:
- making the program schedule available on the World Wide Web; and
 - providing the predefined unique symbol in association with the listing in the program schedule on the World Wide Web.
13. (Canceled)
14. (Currently Amended) A method comprising:
- receiving a program schedule, the program schedule further comprising:

a listing for a television program that has supplementary content provided as an enhancement transmitted in association with the television program;
and
a predefined unique symbol in association with the listing, where the predefined unique symbol is associated with a type of the supplementary content to indicate a one-screen interactivity mode to display first interactive content and the television program on a first screen, or to indicate a two-screen interactivity mode to display, on a second screen, second interactive content synchronized to the television program on the first screen, or to indicate a two-screen static web mode to display, on the second screen, static content related but not synchronized to the television program on the first screen; and
sending the program schedule to a display.

15. (Canceled)

16. (Original) The method of claim 14 further comprising:

receiving an animated version of the predefined unique symbol; and
sending the animated version of the predefined unique symbol to the display.

17. (Currently Amended) A method comprising:

distributing a television program to an audience, where the program has supplementary content provided as an enhancement transmitted in association with the television program;
distributing the supplementary content to the audience, where ~~a type of the supplementary content is associated with a predefined unique symbol~~ a unique predefined unique symbol is associated with the supplementary content to

indicate a one-screen interactivity mode to display first interactive content and the television program on a first screen, or to indicate a two-screen interactivity mode to display, on a second screen, second interactive content synchronized to the television program on the first screen, or to indicate a two-screen static web mode to display, on the second screen, static content related but not synchronized to the television program on the first screen; and
providing listing information for the television program.

18. (Canceled)

19. (Canceled)

20. (Original) The method of claim 17 wherein the predefined unique symbol is a text string.

21. (Canceled)

22. (Original) The method of claim 17 wherein the predefined unique symbol is a graphic symbol.

23. (Original) The method of claim 17 wherein the predefined unique symbol is an image.

24. (Currently Amended) An apparatus comprising:

a receiver to receive a transmission comprising a program schedule, the program schedule further comprising:

a listing for a television program that has supplementary content as provided as an enhancement transmitted in association with the television program;
and

a predefined unique symbol in association with the listing, where the predefined unique symbol is associated with a type of the supplementary content to indicate a one-screen interactivity mode to display first interactive content and the television program on a first screen, or to indicate a two-screen interactivity mode to display, on a second screen, second interactive content synchronized to the television program on the first screen, or to indicate a two-screen static web mode to display, on the second screen, static content related but not synchronized to the television program on the first screen;

a display component coupled to the receiver to display the program schedule on a display device and to display the predefined unique symbol on the display device.

25. (Original) The apparatus of claim 24 further comprising:

an input device to receive a signal corresponding to selection of the predefined unique symbol on the display device by a user; and
a content delivery component to provide the supplementary content in response to the signal.

26. (Currently Amended) A ~~tangible machine accessible~~ computer-readable storage medium comprising data that when accessed by a machine causes the machine to perform actions according to the method of claim 14.

27. (Canceled)

28. (Currently Amended) A ~~tangible machine-accessible~~computer-readable storage medium comprising data that when accessed by a machine causes the machine to perform actions according to the method of claim 16.